



WEWS

ORDER

Flight Dates **08/23/12-08/29/12**

Contract / Revision **308436 /**

Original Date / Revision
08/20/12 08/28/12

Advertiser **Crossroads GPS**

Agency **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Product

Crossroads GPS 08.23-08.29.12

Agency Com 15%

Billing Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1268**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 100300

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	23	\$31,620.00	\$37,200.00	0.00	07/30/12	08/26/12	23	\$31,620.00	\$37,200.00
September 2012	32	\$53,635.00	\$63,100.00	0.00	08/27/12	08/29/12	32	\$53,635.00	\$63,100.00
Totals	55	\$85,255.00	\$100,300.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WEWS	08/23/12	08/29/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$850.00	P-1	0.00 NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---TF--	2				\$850.00		0.00			
Week:		08/27/12	09/02/12	MTW----	3				\$850.00		0.00			
N 2	WEWS	08/23/12	08/29/12		CM	7-9a	MTWTF--	:30	2	\$850.00	P-1	0.00 NM	5	\$4,250.00



WEWS

Print Date: 09/24/12

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Contract / Revision **308436** Flight Dates **08/23/12-08/29/12**

Hiatus Dates

Original Date / Revision 08/20/12/ 08/28/12

Order Sep 00:20:00

Advertiser **Crossroads GPS**

Product **Crossroads GPS 08.23-08.29** Estimate # **1268**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F GMA 7-9a											
				M-F GMA 7-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---TF--					2	\$850.00		0.00			
		Week: 08/27/12	09/02/12	MTW----					3	\$850.00		0.00			
N 3	WEWS	08/23/12	08/29/12	M-F 4-5p Dr. OZ	CM	4-5p	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	4	\$3,600.00
				M-F 4-5p Dr. Oz											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---TF--					2	\$900.00		0.00			
		Week: 08/27/12	09/02/12	M-W----					2	\$900.00		0.00			
N 4	WEWS	08/23/12	08/29/12	M-F 5-6p News	CM	5-6p	MTWTF--	:30	2	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
				M-F 5-6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---TF--					2	\$1,200.00		0.00			
		Week: 08/27/12	09/02/12	MTW----					3	\$1,200.00		0.00			
N 5	WEWS	08/23/12	08/29/12	M-F 6-630p News	CM	6-630p	MTWTF--	:30	2	\$1,600.00	P-1	0.00	NM	5	\$8,000.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---TF--					2	\$1,600.00		0.00			
		Week: 08/27/12	09/02/12	MTW----					3	\$1,600.00		0.00			
N 6	WEWS	08/23/12	08/29/12	M-F 6-630p News	CM	WNT Pre-Adj.	MTWTF--	:30	1	\$2,000.00	P-1	0.00	NM	3	\$6,000.00
				M-F 6-630p News		(6:28 PM-6:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----F--					1	\$2,000.00		0.00			
		Week: 08/27/12	09/02/12	M-W----					2	\$2,000.00		0.00			
N 7	WEWS	08/23/12	08/29/12	M-F 7-730p	CM	7-730p	MTWTF--	:30	2	\$2,400.00	P-1	0.00	NM	5	\$12,000.00
				7-730p Wheel											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---TF--					2	\$2,400.00		0.00			
		Week: 08/27/12	09/02/12	MTW----					3	\$2,400.00		0.00			
N 8	WEWS	08/23/12	08/29/12	M-F 730-8P	CM	730-8p	MTWTF--	:30	2	\$2,600.00	P-1	0.00	NM	5	\$13,000.00
				730-8p Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---TF--					2	\$2,600.00		0.00			
		Week: 08/27/12	09/02/12	MTW----					3	\$2,600.00		0.00			
N 9	WEWS	08/23/12	08/29/12	M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	1	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
				M-F 1135p-1202a Nightlir											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----F--					1	\$1,200.00		0.00			
		Week: 08/27/12	09/02/12	M-W----					2	\$1,200.00		0.00			
N 10	WEWS	08/23/12	08/29/12	M-SU 11-1135P Late News	CM	11-1135p	MTWTFSS	:30	3	\$2,400.00	P-1	0.00	NM	7	\$16,800.00
				M-SU 11-1135P Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---TF-S					3	\$2,400.00		0.00			
		Week: 08/27/12	09/02/12	MTW----					4	\$2,400.00		0.00			
N 11	WEWS	08/23/12	08/29/12	Friday Prime A	CM	8-9p	----F--	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
				Friday Prime A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----F--					1	\$3,500.00		0.00			
		Week: 08/27/12	09/02/12	-----					0	\$0.00		0.00			
N 12	WEWS	08/23/12	08/29/12	SU GMA 8-9A	CM	8-9a	-----S	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
				SU GMA 8-9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WEWS

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Hiatus Dates

Original Date / Revision 08/20/12/ 08/28/12

Order Sep 00:20:00

Advertiser **Crossroads GPS**

Product **Crossroads GPS 08.23-08.2** Estimate # **1268**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 12	WEWS	08/23/12	08/29/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		2				\$650.00		0.00			
	Week:	08/27/12	09/02/12	-----		0				\$0.00		0.00			
N 13	WEWS	08/23/12	08/29/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	-----S	:30	1	\$1,000.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1				\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	08/20/12-08/26/12		SU This Week 9-10a		9-10a	-----Su	:30		(\$1,000.00)		0.00	NM		
	See MG 13.2, 13.3 [Technical Error / Off Air]														
2	WEWS	08/29/12-08/29/12		M-F GMC 5-6a		5-6a	--W-----	:30		\$600.00		0.00	NM		
	Ⓜ MG for 13.1, 16.1														
3	WEWS	08/29/12-08/29/12		M-F 5-6p News		5-6p	--W-----	:30		\$1,200.00		0.00	NM		
	Ⓜ MG for 13.1, 16.1														
	Week:	08/27/12	09/02/12	-----		0				\$0.00		0.00			
N 14	WEWS	08/23/12	08/29/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1				\$1,200.00		0.00			
	Week:	08/27/12	09/02/12	-----		0				\$0.00		0.00			
N 15	WEWS	08/23/12	08/29/12	MON Bachelor/Bachelore MON Bachelor/Bachelore	CM	8-11p	M-----	:30	2	\$7,500.00	P-1	0.00	NM	2	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----		0				\$0.00		0.00			
	Week:	08/27/12	09/02/12	M-----		2				\$7,500.00		0.00			
N 16	WEWS	08/25/12	08/25/12	SA 6-630p News SA 6-630p News	CM	6-630p	-----S-	:30	1	\$800.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S-		1				\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	08/20/12-08/26/12		SA 6-630p News		6-630p	-----Sa--	:30		(\$800.00)		0.00	NM		
	See MG 13.2, 13.3 [Sports Late-Run]														
Totals														55	\$100,300.00